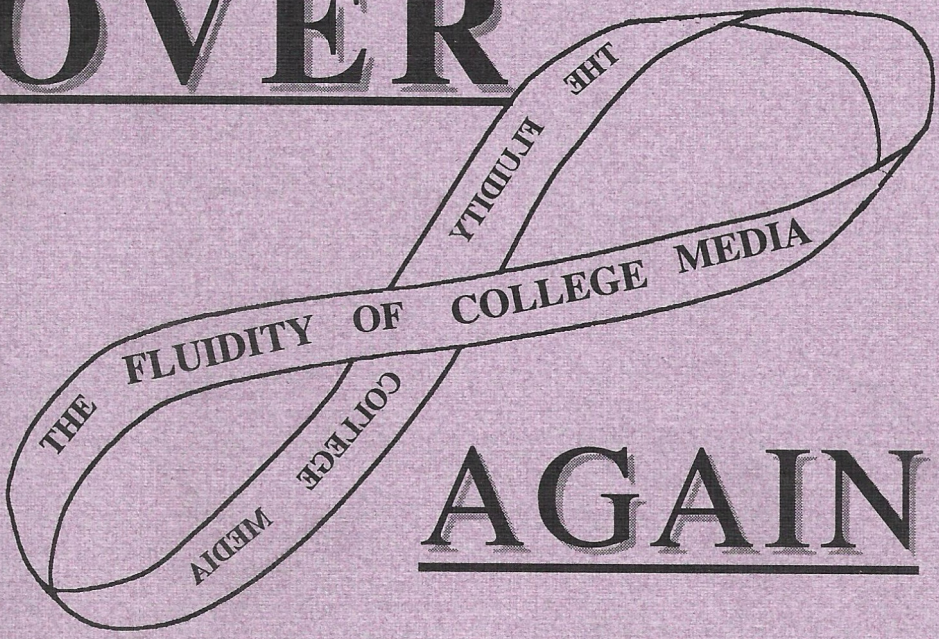
The National Association of College Broadcasters:
5th Annual Mid-South Regional Conference

STARTING OVER



AGAIN

April 19-20, 1996

Mississippi State University

WMSV RADIO WITH A VISION FM 91.1

Mississippi State University Television Center

Welcome to the 1996 National Association of College Broadcasters' Midsouth Regional Conference. Mississippi State University, the University Television center and 91.1 FM are pleased to be hosting this event and we welcome you to our campus and Starkville, Mississippi. We certainly hope that you take with you many ideas that will help you with your own experience in college radio and television. And we hope your stay in our community is a pleasant one.

The theme for this years conference: "Starting Over - Again: The Fluidity of College Media," was chosen because of the transient nature of media on college campuses throughout the country.

It seems as though we are always "Starting Over" at our campus radio and television stations due to the fact that with each new semester we see a tremendous amount of turnover in our student staffs. With new faces joining our ranks so often it is imperative that we exist in a continuous state of training in order to maintain high quality programming for our stations.

Our hope, at this conference, is for the participating students and professionals in attendance to share their knowledge and experiences with the other attendees in order that we may all gain new ideas for dealing with the many challenges we face each day in student broadcasting.

Once again, welcome to Starkville and Mississippi State University. We invite you to participate fully in the many panel discussions which have been assembled and to tour both the University Television Center and WMSV-FM while you are here.

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Conference Schedule

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FRIDAY APRIL 19, 1996

1:00 - 5:30 PM	**Conference Registration**
6:00 pm	**Keynote Address** Kevin Ivey - vice-president Cable News Network CVM Auditorium
9:00 pm - Until	**Opening Party and Entertainment** Rick's Cafe Americain

SATURDAY APRIL 20, 1996

9:00 - 10:15 AM	**"From College to Career"** Radio and Television Panel CVM Auditorium
10:15 - 10:30 AM	**Coffee Break**
10:30 - 11:45 AM	**"Why We Put It On The Air"** Radio Seminar One **"College TV Programming"** Television Seminar One

12:00 PM	**Lunch** WMSV Studios
1:30 - 2:45 PM	**"Give Me Some Music"** Radio Seminar Two **"Sports and Field Production"** Television Seminar Two
2:45 - 3:00 PM	**Break**
3:00 - 4:15 PM	**"News, Public Affairs and the Public"** Radio Seminar Three **"Turning Novices Into Pro's"** Television Seminar Three
4:15 - 4:30 PM	**Coffee Break**
4:30 - 5:45 PM	**"Making Your Presence Felt"** Radio Seminar Four **"Using the New Technology"** Television Seminar Four
6:00 PM	**"Before You Go"** Joint Radio and Television Panel Kristine Hendrickson - NACB
8:30 PM - Until	**Closing Party and Entertainment** Rick's Cafe Americain

Tours of the University Television Center will be available throughout the day on Saturday. Tours of WMSV-FM will be available during lunch.

Conference Panels

"From College to Career"

Joint Radio and Television Panel

CVM Auditorium

Panelists:
Kevin Ivey - Cable News Network
Larry Woods - Cable News Network
Margaret Murphy - Discovery Comm.
Jeffrey Rupp - Imes Communications
Andrea Hoffner - WCBI-TV

As members of college media, the ultimate goal for most of you is to continue into the world of professional broadcasting once you graduate from college. This session is an opportunity for all of the conference attendees to discuss with professionals what the broadcasting industry looks for when hiring today's college graduates. Our panel will offer insight into the best ways for you to get your foot in the door while others are left out in the cold. Our panel covers a wide age range; from seasoned professionals who have made the climb from the college ranks to vice-president of a major television network, to recent graduates who are new entries into the professional broadcasting realm.

First Session

Radio Seminar One: *"Why we put it on the Air"*

Phase One Lecture Room

Panelists:

John Owens - Western Carolina
Joel Willer - Northeast Louisiana
Lucas Jensen - WMSV-FM
Steve Ellis - WMSV-FM
John Fitzgibbon - WUOG-FM
Carrie Sittler - WMUW-FM

What is the best way for your campus radio station to first, serve its' mission, and second, find a niche in your crowded radio market? What programming and musical formats should you consider in order to make an effective impact in your community?

TV Seminar One: *"College TV Programming"*

Tait Butler Classroom

Panelists:

Alex Brown - MSTV30
Suehyla El-Attar - Alternative Vision
Margaret Murphy - Discovery Comm

What type of programming can pull your audience away from *Friends* and *Seinfeld*? How can a student staff with limited resources make interesting and entertaining programs that will find an audience and help prepare the student broadcasters for life in professional television?

Second Session

Radio Seminar Two: *"Give Me Some Music"*

Phase One Lecture Room

Panelists:

Lucas Jensen - WMSV-FM
James Martin - WMSV-FM
Philip Waldorf - WUOG-FM
Brian Beckerman - Ardent Records
Mick Wainman - Guerrilla Man

What is the best way for a college radio station to build an effective and fruitful relationship with the many record labels? Should you just deal with the Indie labels or should you nurture a relationship with the Majors as well? Is becoming a trade reporter really all that necessary?

TV Seminar Two: *"Sports & Field Production"*

Tait Butler Classroom

Panelists:

Bennie Ashford - MSU UTC
Ralph Olivieri - MSU UTC
Tony Peoples - WCBI-TV4
Tom Dees - WHBQ-TV

Learn the best way to capture those difficult shots in the field from the professionals. Find out the ins and outs of sports shooting and production, one of the most rapidly growing areas of television broadcasting. Our panel has over 45 years of combined experience in the field.

Third Session

Radio Seminar Three: *"News, Public Affairs and the Public"*

Phase One Lecture Room

Panelists:
John Owens - Western Carolina
Veronica Waters - WMSV-FM
Randy Bell - WMSI-FM
Bob Carpenter - Southern Urban Net.
Steve Ellis - WMSV-FM
Tony Stephens - WUOG-FM

Radio is so much more than music, but, it doesn't have to be all-talk either. There are a number of ways that college radio can reach out to it's audience with relevant news and public affairs programming without compromising the members of your audience who say they only want music.

TV Seminar Three: *"Turning Novices Into Pro's"*

Tait Butler Classroom

Panelists:
Larry Woods - CNN
Stephanie Bell Flynt - WLBT-TV
Jeffrey Rupp - Imes Communications
Charla Stegall - WCBI-TV
Tom Dees - WHBQ-TV

Just read the title! This panel focuses on making outstanding on air talent from student volunteers.

Fourth Session

Radio Seminar Four: *"Making Your Presence Felt"*

Phase One Lecture Room

Panelists:
Scott Wilson - WMSV-FM
Joel Willer - Northeast Louisiana
Steve Ellis - WMSV-FM
Melissa Edwards - WUOG-FM
Bonnie Gillespie - WUOG-FM
Larry McAdoo - WJSU-FM

Most college radio stations compete with dozens of commercial stations for listeners in the market. Are there ways to make your signal stand out? College radio does have an advantage over commercial stations in some areas. Find out what they are and how to take advantage of them.

TV Seminar Four: *"Using the New Technology"*

Tait Butler Classroom

Panelists:
David Hutto - MSU UTC
Kevin Ivey - Cable News Network

Non-linear editing, digital broadcasting and the world wide web, just a few of the many new technologies that are available to broadcasters today. These forms of media can be accessed by college media and utilized in your campus production.

Joint Radio and TV Panel: *"Before You Go"*

CVM Auditorium - Kristine Hendrickson - NACB

Keynote Speaker - *Kevin Ivey*

Vice President of Strategic Planning and Advanced Projects - CNN

Kevin Ivey's responsibilities with CNN include the evaluation and implementation of emerging technologies as they apply to the process of newsgathering and production. The Strategic Planning group, which includes counterparts from the traditional engineering and information systems divisions, is reengineering CNN's information infrastructure to meet the demands of a changing marketplace and achieve new efficiencies in the news production process.

Most recently, Ivey's strategic planning team designed, built and launched CNNfn, "The Financial Network", the world's first network to utilize a digital video server and non-linear editing as the sole basis of production. CNNfn is designed to be highly efficient in its use of human and production resources, and represents CNN's efforts to combine newsroom editorial tasks, preparing the workforce for coming changes in the broadcasting industry. CNNfn is located on the 20th floor of 5 Penn Plaza in New York City.

Ivey is presently leading teams designing two new networks based on the advanced technology implemented at CNNfn; the CNN/Sports Illustrated sports news network and a CNN Spanish-language network, both of which will be located in Atlanta.

Ivey began his career with CNN in 1985 as an entry level "video journalist", and served as a videotape producer and editor with CNN Special Reports. Kevin has covered stories in Central America, Europe and the former Soviet Union, as well as North America. He has received several professional awards for his work as an editor and tape producer, including two Cable ACE Awards for news and documentary programming.

Kevin Ivey lives in Powder Springs, Georgia with his wife Robin and their two sons, Taylor and Matthew. He is a 1984 graduate of Mississippi State University with B.A. in broadcast communications.

Bios

Bennie Ashford - *University Television Center - MSU*

A 1988 graduate of Mississippi State University with a degree in Broadcast Communications, Ashford is the Coordinator of Electronic Media for the Athletic Department. He is the producer of 27 yearly coaches television programs in football, basketball and baseball. Ashford works closely with the electronic media and national television networks in providing videotape coverage of MSU athletics for use on the national level.

Brian Beckerman - *Ardent Records*

Graduated from Ohio University in 1993 with a B.A. in Psychology. Has worked as an Assistant Project Manager with an Atlanta recording studio. After working with Amphion Recordings and Kinetic Music in Atlanta, took a position as a College Radio marketer with Ardent Records in Memphis in 1995.

Randy Bell - *WJDX-WMSI-FM*

Currently the News Director of WJDX-WMSI Radio in Jackson, Mississippi and the Program Director of WJDS-Sportsradio, Randy Bell is a veteran of 28 years of radio broadcasting. Bell has been honored with three National Edward R. Murrow Awards for newscast, feature and overall excellence from the Radio-Television News Directors Association in 1994 and 1995. Bell has won fifteen regional RTNDA awards between 1985 - 1995 and was named the News Person of the Year for radio in 1992, 1993 and 1995 by the Mississippi Association of Broadcasters. He is a 1974 graduate of Mississippi State University with a B.A. in communications.

Alex Brown - *University Television Center - MSU*

Television Instructor, Department of Communication. Producer, Director and Cable manager for the University Television Center at Mississippi State University. Twelve years experience in producing, directing, editing and videography. National Cable Ace Award for local programming.

Bob Carpenter - *Southern Urban Network*

A graduate of the University of Mississippi, Bob Carpenter began his career in sports and news broadcasting in 1974. He served as News Director of WXXX-AM and later WBKH-AM in Hattiesburg between 1979-81. Carpenter joined the Mississippi Network in 1981 and served as Assistant News Director between 1983 and 1995. He was named manager of the Southern Urban Network in 1996, which is a division of TeleSouth Communications, the parent company of the Mississippi Network. From 1982 to the present Carpenter has been the voice of the Jackson State University Tiger Radio Network.

Tom Dees - *WHBQ-TV*

Former student worker at University Television Center who graduated in 1987 with a degree in broadcast communications. Former chief videographer, producer and reporter with WTVA-TV in Tupelo, MS. Served as producer and videographer for University Television Center between stints at WTVA. Currently serves as feature reporter for WHBQ-TV, Fox Thirteen in Memphis, Tennessee.

Melissa Edwards - *WUOG-FM*

A junior Speech Communications/English major at the University of Georgia. Melissa is currently the General Manager at WUOG. Having served as the Public Affairs Director for WUOG last year, and Assistant PAD the year prior, Melissa has been involved with the station since her freshman year.

Suehyla El-Attar - *WMSV-FM*

Morning "Drive-Time" announcer for WMSV-FM and former co-host of *Alternative Vision*, a weekly one-hour music video program which aired on WCBI-TV, MSTV30 and several university channels throughout the nation. A sophomore psychology major at Mississippi State university.

Steve Ellis - *WMSV-FM*

General Manager of WMSV-FM at Mississippi State University since the station went on the air in March of 1994. A veteran of 20 years in the broadcasting industry including commercial and educational radio and television.

John Fitzgibbons - *WUOG-FM*

A sophomore Telecommunications major at the University of Georgia. John is the Program Director at WUOG in Athens, the 26,000 watt radio station at UGA.

Stephanie Bell Flynt - *WLBT-TV*

Reporter and anchor for WLBT-TV in Jackson, Mississippi. Stephanie has been in broadcasting for twelve years. Her career began in radio, then moved into television where she is recognized by news directors for her excellence in anchoring, reporting and producing. She is a 1984 graduate of Mississippi State University where she received her B.A. in Communications.

Bonnie Gillespie - *University of Georgia*

Gillespie is pursuing a Masters degree in journalism at the University of Georgia. As an undergraduate in Telecommunications, she served as the Promotions Director at WUOG-FM. She is currently the Graduate Advisor to the station.

Andrea Hoffner - *WCBI-TV4*

News reporter covering breaking news, the Mississippi Legislature and city council beats. Formerly worked at WOWL-TV in Florence, Alabama as anchor and producer. A 1993 graduate of the University of Georgia with a degree in Broadcast News.

Kristine Hendrickson - *NACB*

Conferences/Member Relations Director. As part of NACB's national office staff, Kristine's responsibilities include coordinating the National Conference and developing NACB regional conferences with host schools, managing member recruitment and member services, facilitating NACB's internship program and working with the Faculty/Staff Advisory Board. Received a B.S. in Television-Radio/Media management from Ithaca College in 1992. Received a Master's Degree in Social Sciences, with a concentration in European media from the Universiteit van Amsterdam, The Netherlands. Former member of NACB's Executive Board of Directors.

David Hutto - *University Television Center - MSU*

B.A., Birmingham Southern College 1966, M.A., University of Alabama 1968, Mississippi State University, Post Graduate 1981-86. For the past twenty-three years, Hutto has served in leadership positions in media production and management. Since 1988 he has held the position of Director of the Mississippi State University Television Center - a full service, broadcast quality television production facility. As the Center's first director, Hutto designed the facilities, recruited and hired all of the personnel, and organized the unit's production systems. Hutto also administers the University's public radio station, WMSV-FM, that serves a population area of 200,000 people.

Lucas Jensen - *WMSV-FM*

Student music director for WMSV-FM at Mississippi State University. Responsible for all music programming and label relations for the station. Former co-host of *Alternative Vision*, a weekly one-hour music video program. Host of *Zen Arcade*, a weekly one-hour independent music show.

James Martin - *WMSV-FM*

Senior at MSU majoring in broadcast communications. Served as WMSV's first Music Director from March, 1994 until January, 1996. Responsible for WMSV becoming a CMJ Core College Reporter and GAVIN reporting station.

Larry McAdoo - *WJSU-FM*

A 1982 graduate of Jackson State University with a Bachelor of Science degree in Mass Communications. In 1983, McAdoo began his career at WJSU-FM as community affairs and news director. In 1987 he was promoted to program director and in June 1991 became the general manager.

Margaret Murphey - *Discovery Communications*

Production Assistant, Daytime Programming for the Discovery Channel. Involved in production for Discovery's *Home Matters, Start to Finish, Lynette Jennings HouseSmart!, World Class Cuisine* and The Learning Channel's *Simply Style*. A graduate of Davidson College in Davidson, North Carolina with a BA in Psychology. participated in Boston University's Journalism study abroad program in London.

Ralph Olivieri - *University Television Center - MSU*

Operations Manager, University Television Center at Mississippi State University. Responsible for supervising all areas of TV operations including fifteen staff personnel in a major television production facility. Has won numerous awards for video production from the Mississippi Broadcasters Association, the Southern Public Relations Federation , the College Public Relations Association of Mississippi and the Council for Advancement and Support of Education.

John Owens - *Western Carolina University*

Assistant Professor of Communications and Theatre Arts at WCU. Programming consultant for WWCU-FM at Western Carolina. Host of monthly interview program with the Chancellor of WCU. Former graduate station manager at WVUA-FM at the University of Alabama.

Tony Peoples - *WCBI - TV4*

Chief Videographer for WCBI-TV4, the CBS, affiliate in Columbus, Mississippi. A 1983 graduate of Mississippi State University, Tony has won numerous statewide and regional awards for his news and feature videography.

Jeffrey Rupp - *Imes Communications*

B.A. in Radio-Television-Film from Temple University in 1984. Vice President for News for Imes Communications in Columbus, Mississippi. Coordinating news activities for Imes group with five television stations nationwide. Producer and host of *MIDDAY* and *Mississippi Outdoors.*

Carrie Sittler - *WMUW-FM*

Program Director at WMUW-FM, a 1000 watt station on the campus of Mississippi University for Women in Columbus. Carrie is a transfer from the University of Texas and is a sophomore majoring in Broadcast Journalism

Charla Stegall - *WCBI-TV4*

Morning show anchor and producer. Medical reporter for *For Your Health, Med Source* and *Medical Breakthroughs* segments featured on morning and evening newscasts. A 1993 graduate in Radio, Television and Film from the University of Southern Mississippi.

Tony Stephens - *WUOG-FM*

A junior Telecommunications major at the University of Georgia, serving as News Director at WUOG, the 26,000 watt radio station at UGA.

Mick Wainman - *Guerrilla Man Promotions*

Owner, Guerrilla Man Promotions in Atlanta. Independent radio promotion with a Southern regional focus, specializing in new and developing acts. Formats including, college, A3, alternative and Americana.

Philip Waldorf - *WUOG-FM*

A senior Political Science major at the University of Georgia. Phil is one of two music directors at WUOG, the 26,000 watt station at UGA.

Veronica Waters - *WMSV-FM*

Student co-news director at WMSV-FM at Mississippi State University. Responsible for three daily newscasts featuring national, state, local and campus news. Host of *Colorful Expressions*, WMSV's weekly public affairs program dealing with issues facing the minority community.

Joel Willer - *Northeast Louisiana University*

Assistant Professor of Radio, Television and Film at NLU. In his eleventh year as general manager of KNLU-FM, the university's 8.5 KW student-staffed station. Instrumental in planning and design for KEDM-FM, NLU's NPR/PRI affiliated station. 1995 member of the NACB Executive Board and currently serving on NACB's Faculty/Staff Advisory board.

Scott Wilson - *WMSV-FM*

Student Program Director at WMSV-FM at Mississippi State University. Responsible for station programming and computer technology. A senior computer engineering major. Host of *The New Edge*, a weekly two-hour specialty program featuring ambient and new age music.

Larry Woods - *Cable News Network*

Larry Woods joined Cable News Network in 1982, and has been assigned to the Atlanta headquarters for the past 14 years. Initially Woods did general assignment and investigative reporting for what was then known as the "Special Assignment" unit. During that period he covered a wide range of stories throughout the United States and Europe. Five times Woods has been nominated for cable television's highest honor, the ACE Award;

two times, in 1985 and 1987, he won the award. Since 1991 Woods has devoted most of his reporting to a weekly segment under the heading of "Across America," which features personalities and places along the backroads of the nation. It's been here that Woods and his crew have profiled a vast array of people--young and old--whose lives and experiences speak of trial and tribulation, hope and promise. "Across America" is seen weekly on CNN Sunday Morning. Of his numerous awards during an on-going 33-year career in journalism, Woods says he is proudest of the Edward R. Murrow Brotherhood Award he received in 1989 for his body of work during that year. The University of Florida, where he graduated in 1963, from the College of Journalism and Communications, honored him in 1995 with their Alumnus of Distinction Award.

WMSV-FM

On March 21, 1994, WMSV at Mississippi State University took to the airwaves with as diverse a format as this area had ever heard.

Broadcasting at 91.1 FM, WMSV airs an alternative musical format coupled with the most news and public affairs programming available in the market.

The station airs two half-hour newscasts during morning and afternoon drive-times each weekday plus a Midday News Update. We offer weekly public affairs programs dealing with political issues, health, campus news, minority issues, women's issues, the environment and higher education issues. These offerings are unique to the listening community and can only be heard on WMSV.

Musically, we are a strictly formatted alternative station with several specialty shows offering different forms of music that were unavailable in this area prior to our going on the air.

Weeknights from 10 p.m. until midnight we offer specialty programs featuring New Age, Reggae, Blues, R & B and local music. Sundays are filled with six hours of Jazz and six hours of Blues, plus an international program featuring music from India, China and Africa.

14,000 watts strong, WMSV is staffed by a professional station manager and several paid student directors. Our announcer staff is primarily filled by student and community volunteers. We are on the air 24-hours-a-day, every day of the year.

WMSV has been recognized for its diversity and excellence in programming with seventeen awards in the last two years from the Mississippi Association of Broadcasters. In 1994 we were honored to have the "DJ of the Year" and the "News Reporter of the Year" as recognized by NACB. In 1995 we were runner-up for the "Station of the Year" award presented at the NACB National Convention in Providence.

WMSV - *Radio With a Vision.*

University Television Center

The University Television Center is a full service television production unit consisting of facilities for field recording, studio production, video post production, video graphics and animation, video tape duplication, satellites uplinks and downlinks, distance learning program delivery, and digital audio production.

The Center has a staff of 17 full-time professionals and 15 part-time employees who produce 27 coaches shows, 10 live prime time call-in shows for a national cable network, live telecasts for PBS/ALS, 50 farm news programs for the state educational network, 75 distance learning classes, plus numerous promotional and recruiting videos for the university in a typical year.

The Center works with faculty, researchers, and staff members in all the departments, schools, and colleges of MSU to produce recruiting videos, research video presentations, and instructional video tapes for their use in the state and nation. The Television Center has the responsibility for producing and distributing educational video programs for the university. In addition to traditional television production, the center provides the technical leadership for distance learning program production and delivery on campus through compressed video, fiber optic, and satellite networks.

Programs from the Center are seen by more than 20 million people throughout the United States each year.

During the past eight years, the center has received more than 50 awards for excellence for its work from professional organizations around the state and region including CASE, the College Public Relations Association, the Mississippi Association of Broadcasters, the International Association of Distance Learning, and the Mississippi Advertising Federation.

NACB

The National Association of College Broadcasters (NACB) is the trade organization for student electronic media. Founded in 1988, NACB exists so that the student media community will have an accessible resource for advice and information, and a venue for exchanging ideas and innovative concepts. NACB provides educational opportunities for individuals with an interest in media and communications. In addition, we encourage student stations to attain the highest possible standards, thereby enhancing the communities they serve.

NACB is a member-run, non-profit organization. The Executive Board is composed of students and faculty from member stations who are elected annually at the National Conference. NACB's National Office staff are drawn from the student media and non-profit sectors.

Conferences

The ultimate vision of NACB is realized through its commitment to bring together the students and faculty whom it serves. At an NACB conference, be it National or Regional, students and other media personnel come face-to-face, interacting personally as well as socially, and learning from each other through intensive seminars and workshops.

College Broadcaster

Respected by students and professionals alike, *College Broadcaster* is a member-only publication providing a comprehensive mix of articles, department features and special listings covering the needs of student radio and television managers and staff in every department of the station. The magazine makes readers aware of the changes occurring both in the professional and student media worlds, and comments on how these changes may affect their activities now and in the future.

U Network

U Network is the satellite network which links high school, college and university campuses across the nation. U Network features the best programming in comedy, drama, experimental, news and other genres. As U Network producers, students are challenged to create innovative and quality programming.

Evening Entertainment

Friday April 19

Opening Party — Rick's Cafe Americain

9:00 - Until — **321 Hwy 82 East**

After dinner on your own join the other NACB conference attendees at Rick's Cafe Americain for our Opening Party. It's "Dollar You Call It" night at Rick's, plus you'll be entertained by Universal recording artists Ho Hum and Geffen recording artist Garrison Star. Your NACB conference badge allows you FREE admittance! A map to Rick's Cafe is included in your conference "goodie bag".

Saturday April 20

Closing Party — Rick's Cafe Americain

8:30 - until — **321 Hwy 82 East**

At the conclusion of the conference enjoy dinner on your own then make your way back to Rick's Cafe Americain for another evening of entertainment. Local bands Simple Machine and Fellini's Raincoat will showcase some of the outstanding talent in the North Mississippi area. Mindseye from Atlanta will also be performing. Your NACB conference badge allows you FREE admittance! A map to Rick's cafe is included in your conference "goodie bag".

Earthfest '96 — Hwy 82 and Hwy 45

8:30 - until

An annual outdoor event sponsored by local environmental organizations honoring Earth Day. Bands featured at this year's Earthfest include: Blue Mountain, Soul Pocket and the Pounders. Your NACB conference badge allows you FREE admittance! A map to the Earthfest location is included in your conference "goodie bag".

Notes

Mississippi State
UNIVERSITY

Wordmark

Mississippi State University does not discriminate on the basis of race, color, religion, national origin, sex, age, disability or veteran status.